R. J. Reynolds
Tobacco Company

R. A. TANCHYK
Account Manager

18 Friar Tuck Way
Saratoga Springs,N.Y.12866
(518) 581-0901

TO:

FROM: Rich Tanchyk

DATE: November 13,1997

SUBJECT: January Promotions

Dear ,

Please review the following program information for January and forward to all store managers.This will alleviate any pricing confusion at the time of delivery.If you have any questions or concerns please advise.

Winston .70 cents off 2 packs	Store delivery week of 1/5/98	20 offers per display	Winston Box Winston Lt Box
Doral $1.00 off 2 packs	Store delivery week of 1/19/98	20 offers per display	Doral Lt Doral Lt 100 Doral LtM 100 Doral FF 100

Important Note: These promotions will not be effected by any other buydown programs.

1. During this period we will be promoting all Winston styles at $2.00 - 20 cents off.This promotion will **not be reduced** $2.00 plus an additional $3.50.It will be billed from your wholesaler $3.50 off per carton .Please communicate to your store managers that this is totally separate from our buydown.Product will come in 2 pack offers and in a display.
2. Doral will come invoiced from your wholesaler $5.00 off per carton.This price reduction promotion is **not** in addition to any current Doral Buydown programs that we will have in any of the locations.I suggest you also send out the attached promotion flyer to all your locations.

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Source: https://www.industrydocuments.ucsf.edu/docs/pzbn0000

Sincerely,

Rich

Source: https://www.industrydocuments.ucsf.edu/docs/pzhn0000